C 4725-1

TWO DOLLARS

# Implement & Tractor

*The business magazine of the farm and industrial equipment industry* AUGUST 1985

## What's Happening in Louisville? page 16

## SELLING NEW TILLAGE SYSTEMS

## Two special reports,

pages 8, 14

A20800----SHEA5201 XXXXX ITN
F00000800000000 15 ECO
ANDREA SCHWARTZ
CONGRESSIONAL INFO SERV
4520 EAST WEST HWY
BETHESDA MD 20814

Meet the Dutch Agricultural Machinery Industry

**IMPLEMENT & TRACTOR**
Editorial, advertising
and circulation correspondence
should be addressed to:
9221 Quivira Rd.
P.O. Box 12901
Overland Park, Kan. 66212
(a suburb of Kansas City, Mo.)
Telephone (913) 888-4664
Telex: 42-4156; Answerback
Intertec OLPK

**EDITORIAL**
Bill Fogarty, Editor
Scott R. Nesbitt, Managing Editor
Irma Allread, Associate Editor
Kevin Callahan, Art Director
Anita Blattner, Graphic Designer
Pat Blanton, Editor, Product File
Jim Baumberger, Editor, Red Book

Contributing Editors:
Frank Buckingham, Agricultural Engineering
Glenn S. Hensley, Dealer Topics
Michael Williams, Western Europe

**CIRCULATION**
John Arnst, Director
Evelyn Rogers, Manager
Dee Manies, Reader Correspondent

ABP A member of American Business Press

ABC A member of Audit Bureau of Circulation

**ADVERTISING**
Ron Wall, National Sales Manager
Susan Birnbaum, Marketing Manager
Gloria Shanahan, Production Manager
(Regional advertising sales offices
listed on ad index page.)

**ADMINISTRATION**
R. J. Hancock, President
John Wickersham, Publisher

**IMPLEMENT & TRACTOR** (USPS 461-750), with which is combined Farm Implement News, is published monthly except in January and March, when two issues are published, by INTERTEC PUBLISHING CORP., 9221 Quivira Rd., Overland Park, KS 66215 (a suburb of Kansas City, Mo.).

**Subscription Information:** Implement & Tractor is edited for persons in the farm and industrial equipment industry who function in the areas of retail sales and service, distribution sales and service, marketing, engineering, financing, manufacturing and general management. Subscription prices to qualified subscribers: U.S. one year—$10, two years—$15; elsewhere including Canada, one year—$17, two years—$25. Overseas airmail—$60 extra per year. Subscription prices to all others: U.S. one year—$34, two years—$68; elsewhere including Canada, one year—$39; two years—$78. Single copies, $2, except Annual Statistical Number, $4; Product File issue, $5; Red Book issue, $5. Adjustment necessitated by subscription termination at single copy rate. Extra charge for service on back issues. Allow 6-8 weeks for change of address and new subscriptions.

**Photocopy rights:** Permission to photocopy for internal or personal use is granted by Intertec Publishing Corp. for libraries and others registered with the Copyright Clearance Center (CCC), provided the base fee of $2.00 per copy of article is paid directly to CCC, 21 Congress St., Salem, MA, 01970. Special requests should be addressed to John Wickersham.

ISSN 0019-2953 $2.00 + 0.00

INTERTEC PUBLISHING CORPORATION

# implement &Tractor

*The business magazine of the farm and industrial equipment industry.*

August 1985 • Vol. 100 • No. 10

page 8

**8: Selling Tillage Systems: The New Ideas Require the Old Basics.** Two Illinois dealerships are putting over fresh soil-preparation concepts. If you want to get the farmer to change his way of doing things—and buy a machine—you prove the benefits.

**14: No-till Seeding in Virginia: Public Demonstration Pays Off.** Thanks to the efforts of a county agent, farmers got the word and local dealers made a lot of sales. Could it be done elsewhere?

**16: A First For America: Agri-Tech in Louisville.** An internationally oriented trade exposition for this industry takes its first bows Sept. 11-14 at the Kentucky Fair & Exposition Center, and NFPEDA meets in the same town. Seminars will explore electronics on farm machines, and the industry's global character.

**26: FDO Survey Report: Where the Training Dollars Go.** The monthly I&T survey finds out where dealers invest in-service education money and time.

**On the cover...**Bill Dittamore and son Kent contemplate one of the reduced-tillage devices they have been selling lately in the territory around Teutopolis, Ill.

**DEPARTMENTS**

I&T Update....4
Editor's Notebook....6
Auction Prices....22
New Literature....28
What's New....30
Industry in Motion....41
Brown Pages....45
Classified Ads....50
Index to Advertisers....50

©Copyright 1985 by INTERTEC PUBLISHING CORP. All rights reserved.
This publication is indexed in Bell & Howell's Farm & Garden Index.

Second class postage paid at Shawnee Mission, KS 66201.
Postmaster: Return Form 3579 to Implement & Tractor, Box 12954, Overland Park, KS 66212.

# I&T Update

## Retail Sales Soft in June Except Under-100-HP Tractors

While unit retail sales totals for the first six months of 1985 show tractor volume in the U.S. holding even with 1984, the strength is concentrated in the under-40 and 40-99 horsepower groups, according to the flash report of the Farm & Industrial Equipment Institute.

**Unit Retail Sales**

| | June | | | January-June | | |
|---|---|---|---|---|---|---|
| | 1985 | 1984 | Pct. Change | 1985 | 1984 | Pct. Change |
| Farm Wheel Tractors: | | | | | | |
| 2-wheel drive | | | | | | |
| Under 40 hp | 8,977 | 6,794 | +32.1 | 33,267 | 28,547 | +16.5 |
| 40-99 hp | 5,067 | 4,309 | +17.6 | 20,935 | 21,563 | - 2.9 |
| 100-139 hp | 791 | 981 | -19.4 | 4,785 | 5,579 | -14.2 |
| Over 140 hp | 849 | 1,058 | -19.8 | 5,801 | 7,566 | -23.3 |
| **Total 2-wheel drive** | **15,684** | **13,142** | **+19.3** | **64,788** | **63,255** | **+ 2.4** |
| 4-wheel drive | | | | | | |
| Under 200 hp | 91 | 155 | -41.3 | 488 | 965 | -49.4 |
| Over 200 hp | 178 | 280 | -36.4 | 920 | 1,555 | -40.8 |
| **Total 4-wheel drive** | **269** | **435** | **-38.2** | **1,408** | **2,520** | **-44.1** |
| **Total All Tractors** | **15,953** | **13,577** | **+17.5** | **66,196** | **65,775** | **+ 0.6** |
| S-P Combines | 477 | 497 | - 4.0 | 2,386 | 3,403 | -29.9 |
| Balers (under 200-lb. bales) | 1,443 | 1,527 | - 5.5 | 3,755 | 3,865 | - 2.8 |
| Forage Harvesters (shear-bar type) | 276 | 372 | -25.8 | 897 | 1,075 | -16.6 |
| Mower-Conditioners | 2,325 | 2,901 | -19.9 | 6,247 | 6,937 | - 9.9 |

## Canada: Improvement In Most Tractor Sales Groups

Through June, retail sales of new tractors in Canada are up 5.5 per cent on 1984's first half at 10,458 units. As expected, sales of under-40-hp tractors are up 12 per cent to 2,172 units; surprisingly, two-wheel-drive tractors over 100 hp are up 13.4 per cent on the year. Only four-wheel-drive tractors are down – by 13 per cent to 1,279 units.

Mower-conditioner sales for the first six months of 1985 were exactly even with the same 1984 period at 847 units. Conventional balers were down 7 per cent at 648 units; larger baler sales were up 13 per cent to 641 units. Self-propelled combines declined in volume for the period by 29 per cent to 162 units. Pull-type combines dropped 13 per cent to 513.

Pull-type swathers increased 35 per cent in volume to 302 units but self-propelled versions declined by 15 per cent to 388 units.

## Massey Absorbs White's Axial Combines While Bankruptcy Case Lingers On

Mired in bankruptcy court in Chicago, officials of White Farm Equipment Co. watched in frustration last month as Massey-Ferguson bought White's axial-flow combine line from a Canadian receiver.

The purchase created yet another obstacle for White executives who are developing a Chapter 11 reorganization plan while seeking someone to buy the ailing farm machinery builder and satisfy $148 million in loan-repayment demands of Borg Warner Acceptance Corp. and the demands of other creditors.

Massey, for an undisclosed sum, bought the design, tooling and manufacturing rights, along with all existing stocks of unsold combines, from Peat Marwick Ltd., the receiver appointed by BWAC to administer White's sister company, White Farm Mfg. Canada Ltd., which owed BWAC $66 million.

Another disappointment for White officials was the lack of sizeable bids for the company's operating units when an auction authorized by the bankruptcy court was held on July 24.

Robert L. Terry, general operating manager of White, said the only acceptable bid was $2 million for the lift truck operation, from Consolidated International of Columbus, Ohio. Consolidated is best known for having liquidated the remaining stock of DeLorean motor cars.

Final approval of bids for White's operating units must come from John D. Schwartz, the bankruptcy judge, but Terry said he believes all other bids would be rejected as being too low.

"It certainly can't help to have the axials go to Massey," Terry said, "but they weren't the majority of our combine sales, and they're not the only thing we have going. I'm still optimistic that we'll find a way to continue on under the White name."

One potential savior of the White name is Allied Products Corp., which owns Bush Hog and several other short-line manufacturers. Charles Lunger, executive vice-president of Allied, would only comment that Allied is "still reviewing the matter."

Meanwhile, the White dealer organization was being wooed by competitors.

Massey, through the combine deal, got a foot in the door of White dealerships that had unsold combines financed or floor planned through BWAC. Massey said it plans "an orderly marketing of the product through selected Massey-Ferguson and White dealers."

The unsold combines include models 9700 and 9720, the largest capacity machines on the market and the first axials to be offered through Massey, who had made only conventional combines.

Shortly after taking over the White units, Massey finished assembling four of the model 9320 White combines that had been unveiled in January. If tests on that mid-sized axial are successful, the 9320 will likely join the Massey line in the near future.

Massey's deal also included the White engineering center at Brantford, Ont., where Massey will consolidate its engineering facilities from Toronto and Milliken, Ont. Left on the drawing boards at Brantford were plans for a new pull-behind axial combine, the White 9350.

"There is no iron built on that model, and there's no shortage of pull-behinds right now, but we consider that an important market," said a Massey executive.

A marketing source said several White dealers have been "receptive" to Massey's overtures, though he would not release numbers of new dealers signed.

A source at Ford said at least four White dealers had taken on that blue line, and said Ford was making particular efforts to pick up White dealers, and disaffected or disowned Case and IH dealers, particularly in Midwestern states from Ohio to Iowa.

Insiders at newly formed Deutz-Allis say recruitment efforts are "sort of on hold" while the merger is put

*(Continued on page 44)*

# AUCTION PRICES OF USED EQUIPMENT

**An exclusive I&T monthly report of actual prices paid recently at these leading national wholesale auctions.**

*Asterisk beside tractor price indicates highest bid offered on tractors which were not sold.*

## YODER & FREY, INC.
## Archbold, Ohio
## June 11, 1985

**INTERNATIONAL HARVESTER TRACTORS**

100, 1956 (Fair) ..... 1400*
A, 1947 (Fair) ..... 1200*
A, 1951 (Fair) ..... 650*
A, 1947 (Rough) ..... 650*
Cub, 1950 (Fair) ..... 650*
Cub, 1951 (Fair) ..... 1475
Cub, 1952 (Fair) ..... 1150*
154 Lo-Boy, 1972 (Fair) ..... 2200
H, 1947 (Fair) ..... 575*
H, 1950 (Rough) ..... 750*
M, 1953 (Rough) ..... 1225
M, 1950 (Fair) ..... 800*
Sup. C, 1953 (Fair) ..... 700*
300, 1955 (Fair) ..... 800*
300, 1957 (Fair) ..... 700*
300, 1956 (Fair) ..... 1925*
444, 1968 (Fair) ..... 2000
400, 1955 (Rough) ..... 700*
504 diesel, 1966 (Good) ..... 1450
560, 1960 (Fair) ..... 2000
660, 1960 (Fair) ..... 1400*
660, 1959 (Rough) ..... 950*
656, 1968 (Good) ..... 2950
656, 1970 (Good) ..... 3800
70, 1974 (Fair) ..... 4000
686, 1975 (Good) ..... 5550
706, 1966 (Fair) ..... 2900
706, 1966 (Fair) ..... 2800*
756, 1967 (Fair) ..... 3000*
806 diesel, 1965 (Fair) ..... 2850*
826, 1970 (Fair) ..... 4250*
856, 1970 (Fair) ..... 5250*
856, 1969 (Fair) ..... 5000*
966, 1974 (Fair) ..... 5250*
1456, 1970 (Fair) ..... 4750
1466, 1973 (Good) ..... 6700*
1568, 1972 (Fair) ..... 5500*
1568, 1974 (Good) ..... 4600*
1986, 1978 (Good) ..... 9500*
1986, 1977 (Good) ..... 11,000*

**COCKSHUTT TRACTORS**

E-3, ..... 300
560, 1959 (Rough) ..... 550

**DAVID BROWN TRACTORS**

880, 1964 (Fair) ..... 925
1200, 1967 (Rough) ..... 1900
1212, 1974 (Good) ..... 4000

**FORD TRACTORS**

8N, 1950 (Rough) ..... 850*
8N, 1952 (Fair) ..... 1425
8N, 1951 (Fair) ..... 1350*
9N, 1941 (Fair) ..... 1350
900, 1957 (Fair) ..... 1450*
2000 diesel, 1965 (Rough) ..... 2000
2000, 1964 (Good) ..... 2250*
8600, 1975 (Fair) ..... 4700
8600, 1975 (Good) ..... 4500*
9600, 1976 (Fair) ..... 8500*
Jub., 1954 (Fair) ..... 1875
Jub., 1954 (Fair) ..... 1950*
Jub., 1953 (Rough) ..... 1600
Jub., 1954 (Fair) ..... 1875
9700, ..... 10,250
9700, 1980 (Good) ..... 12,000
Maj. diesel, (Rough) ..... 950

**OLIVER TRACTORS**

88 diesel, 1952 (Rough) ..... 750
66, 1950 (Fair) ..... 725
1550, 1965 (Fair) ..... 2600*
2150, (Fair) ..... 4000
55 diesel, (Rough) ..... 850*

**MINNEAPOLIS-MOLINE TRACTOR**

Z, ..... 225

**JOHN DEERE TRACTORS**

B, ..... 315
B, 1949 (Fair) ..... 625
50, 1955 (Good) ..... 1200
H, 1952 (Fair) ..... 525*
60, 1954 (Rough) ..... 700*
720 diesel, 1958 (Fair) ..... 1800*
730 diesel, 1958 (Fair) ..... 1300*
730 diesel, 1958 (Fair) ..... 1250*
730, 1960 (Fair) ..... 2500*
2010, 1962 (Fair) ..... 1750
2020, 1972 (Fair) ..... 3700*
4020, 1964 (Rough) ..... 3700
4020, 1967 (Fair) ..... 2050*
4020, 1965 (Rough) ..... 3300*
4430, 1976 (Fair) ..... 9000*
5020, 1969 (Rough) ..... 3250*
5020, 1970 (Fair) ..... 4800*
7520, 1968 (Fair) ..... 9250*

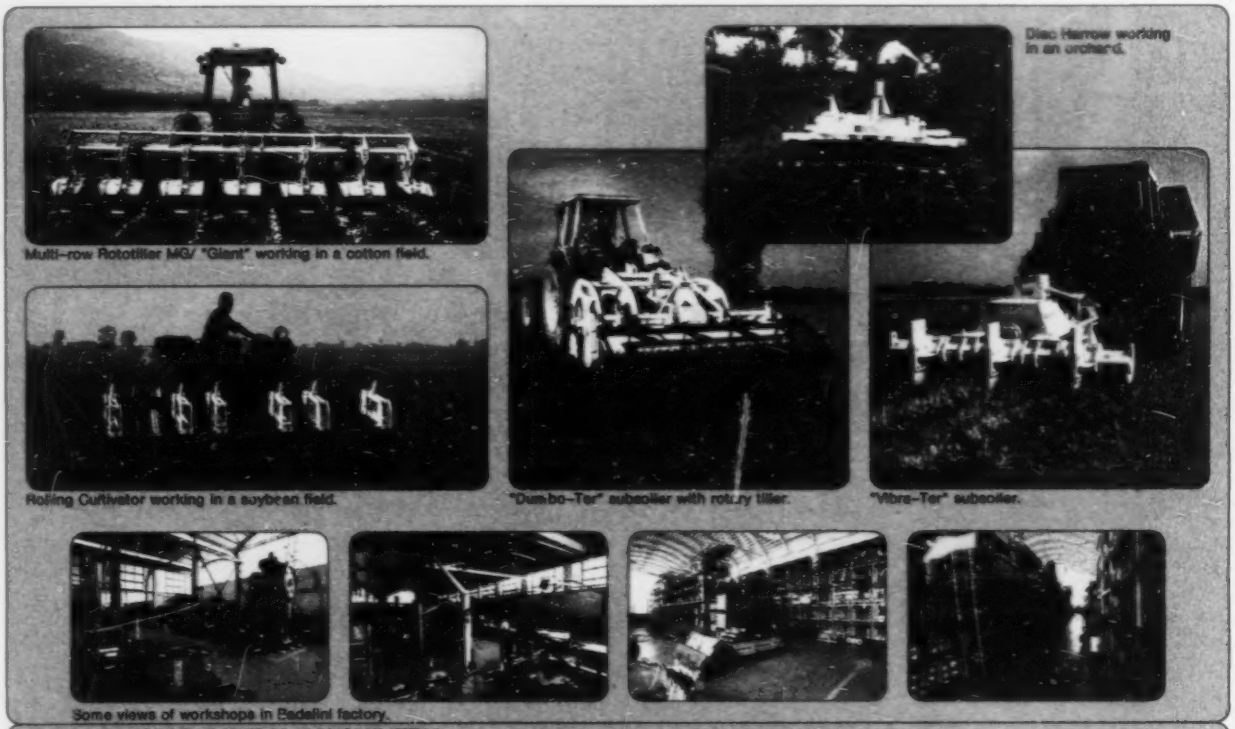
**ALLIS-CHALMERS TRACTORS**

B, 1948 (Rough) ..... 530
C, 1949 (Fair) ..... 575
WD-45, 1951 (Rough) ..... 435*
WD-45, 1956 (Fair) ..... 825
D-14, 1965 (Rough) ..... 550*
190XT, 1970 ..... 2700
190XT, 1970 (Rough) ..... 2900
220 diesel, 1971 ..... 5750*

**CASE TRACTORS**

300, 1955 (Rough) ..... 950
730, 1967 (Rough) ..... 1800*
730, 1967 (Rough) ..... 2300*
830, 1964 (Rough) ..... 950*
830 diesel, 1964 (Rough) ..... 1600*
1070, 1974 (Fair) ..... 5400*
1175, (Rough) ..... 3000*

*(More...)*



Disc Harrow working in an orchard.
Multi-row Rototiller MG/ "Giant" working in a cotton field.
Rolling Cultivator working in a soybean field.
"Dumbo-Ter" subsoiler with rotary tiller.
"Vibra-Ter" subsoiler.
Some views of workshops in Badalini factory.
AGRICULTURAL MACHINERY
BADALINI
BADALINI S.p.A. - 46017 RIVAROLO (MN) Via DELMONA, 1
TEL. (0376) 99149-99324 - ITALY - TELEX: 301576 BAFIMA I
WE ARE LOOKING FOR DEALERS IN NORTH AMERICA.
FOR INFORMATION PLEASE CONTACT.
TIMM ENTERPRISES LIMITED
Exclusive North American Agent
5204 Trafalgar Road, P.O. Box 157, Oakville, Ontario L6J 4Z5
(416) 878-4244 or 826-1333 TLX 06-982345

Write in (11) on Reply Card

AGRITECHNICA'85

An exhibition has its première

**AGRITECHNICA'85**

**International DLG Exhibition for Agricultural Machinery and Equipment, Accessories and Spare Parts**
**25–29 November, 1985**
**Frankfurt am Main**

Leading international manufacturers present their agricultural technology in one place

A visit to AGRITECHNICA is a must for you as...
- agricultural machinery dealer
- buyer for cooperatives
- farmer with an interest in technology
- consultant or extension officer
- expert or senior officer
- manager in agro-industry
- specialized journalist
- agricultural contractor

At AGRITECHNICA...
- you can survey innovations in agricultural technology
- you will see international developments in your special field
- you can compare different suppliers and systems on the spot
- you can negotiate with competent partners in technology and commerce
- you can establish new contacts and keep up old ones

**AGRITECHNICA is a must for those who want to keep pace with today's agricultural technology**

Frankfurt: modern fair site, worldwide travel connections, 16000 hotel beds, metropolis setting.

Further details and information from:

**Deutsche Landwirtschafts-Gesellschaft**
**AGT-204**
**Zimmerweg 16 · D-6000 Frankfurt/Main 1**
**Tel. (069) 71680 · Telex 413185 dlg d**
**Federal Republic of Germany**

**Write In (13) on Reply Card**

## Auctions *(continued)*

1470 TK, (Rough) ..... 5300*
2390, 1979 (Good) ..... 12,000*
SC, ..... 170

**FERGUSON & MASSEY-FERGUSON TRACTORS**
20, ..... 500
65 diesel, 1959 (Rough) ..... 1800*
65, 1961 (Rough) ..... 1750*
65, 1962 (Rough) ..... 1700*
65, 1965 (Rough) ..... 1600*
65, 1960 (Fair) ..... 2300*
135, 1970 (Fair) ..... 4000*
165 diesel, 1969 (Good) ..... 3500
265 diesel, 1979 (Good) ..... 4750*
275, 1980 (Good) ..... 6250*
1100, 1969 (Rough) ..... 1750
1130, 1970 (Fair) ..... 3100*
1150 diesel, 1970 (Rough) ..... 3800*
2135, ..... 1300

### JONES FARM EQUIPMENT, INC.
### Dothan, Alabama
### June 11, 1985

**ALLIS-CHALMERS TRACTOR**
C, 1951 (Rough) ..... 300

**CASE TRACTORS**
2470 diesel, cab, 1973 (Good) ..... 8500*
1370 diesel, 1972 (Excellent) ..... 8500*

**DAVID BROWN TRACTOR**
1200 diesel, 1967 (Fair) ..... 1000*

**MASSEY-FERGUSON TRACTORS**
1105 diesel, 1973 (Good) ..... 4425*
1100 diesel, 1966 (Rough) ..... 2000
590 diesel, (Fair) ..... 2900*
590 diesel, (Fair) ..... 3300*
245 diesel, 1978 (Good) ..... 4300*
235 diesel, 1975 (Good) ..... 3550
180 diesel, 1967 (Rough) ..... 2100*
175 diesel, 1968 (Good) ..... 2825*
175 diesel, 1967 (Rough) ..... 1750
165 diesel, 1965 (Good) ..... 3000
135 diesel, 1972 (Fair) ..... 2450
135 diesel, 1970 (Fair) ..... 2350
135 diesel, 1970 (Fair) ..... 2600
135 diesel, 1966 (Good) ..... 2800*
65 diesel, 1962 (Rough) ..... 2200*
65 diesel, 1960 (Good) ..... 1700
35, 1960 (Good) ..... 1700
35, 1960 (Good) ..... 2000*
35, 1960 (Good) ..... 1250
35, 1958 (Good) ..... 1650
35 diesel, 1958 (Fair) ..... 1000
35, 1956 (Fair) ..... 925
TO20, 1948 (Rough) ..... 650*

**FORD-FERGUSON TRACTORS**
9N, 1947 (Excellent) ..... 1500*
9N, 1944 (Fair) ..... 600

**FORD TRACTORS**
9000 diesel, canopy, 1972 (Fair) ... 3700
6610 diesel, 1984 (Excellent) .... 12,500*
6600 diesel, cab, 1977 (Excellent) ..... 5500*
6600 diesel, canopy, 1976 (Good) ..... 4500*
6600 diesel, cab, 1976 (Good) ..... 4800*
6600 diesel, canopy, 1975 (Fair) ... 3600*
6600 diesel, 1975 (Good) ..... 3950
5000 diesel, 1974 (Good) ..... 4500
5000 diesel, 1968 (Fair) ..... 3400*
5000 diesel, 1968 (Fair) ..... 3400*
4600 diesel, 1976 (Fair) ..... 4000*
4000 diesel, 1972 (Fair) ..... 3300*
4000 diesel, 1969 (Fair) ..... 3200
4000 diesel, 1968 (Fair) ..... 2800
4000 diesel, 1968 (Fair) ..... 2850
4000 diesel, 1968 (Rough) ..... 2425
4000 diesel, 1967 (Rough) ..... 2500*
4000 diesel, 1966 (Rough) ..... 2200*
4000 diesel, 1966 (Rough) ..... 1700*
3000 diesel, 1970 (Good) ..... 3200
3000 diesel, 1970 (Good) ..... 2900*
3000 diesel, 1970 (Good) ..... 3100
3000 diesel, 1969 (Good) ..... 3000
3000 diesel, 1969 (Good) ..... 3050
3000 diesel, 1968 (Good) ..... 2900
3000 diesel, 1967 (Good) ..... 2800*
3000 diesel, 1966 (Rough) ..... 2300
3000 diesel, 1966 (Fair) ..... 2650*
3000 diesel, 1966 (Rough) ..... 2250
3000 diesel, 1966 (Fair) ..... 2400*
3000 diesel, 1966 (Rough) ..... 2150
2000 diesel, 1966 (Fair) ..... 2400*
2000 diesel, 1966 (Fair) ..... 2500*
2000 diesel, 1966 (Fair) ..... 2250
2000 diesel, 1966 (Fair) ..... 2500*
850, 1956 (Rough) ..... 1050
641, 1960 (Good) ..... 1650
640, 1956 (Fair) ..... 1300*
640, 1955 (Rough) ..... 850
Jub., 1953 (Rough) ..... 725
Jub., 1953 (Fair) ..... 1100*
8N, 1952 (Good) ..... 1600*
8N, 1950 (Good) ..... 1400*
8N, 1950 (Fair) ..... 875*
8N, 1948 (Rough) ..... 700*
8N, 1948 (Good) ..... 1425
8N, 1948 (Fair) ..... 825*
8N, 1948 (Good) ..... 1300
8N, 1948 (Fair) ..... 800
8N, 1948 (Fair) ..... 900*
8N, 1948 (Fair) ..... 950
8N, 1948 (Fair) ..... 900
8N, 1948 (Good) ..... 1300*

**INTERNATIONAL HARVESTER TRACTORS**
3588 diesel, 1979 (Good) ..... 8000
674 diesel, 1974 (Fair) ..... 3600
574 diesel, cab, 1976 (Fair) ..... 3400*
574 diesel, 1975 (Fair) ..... 3150*
454 diesel, 1971 (Fair) ..... 2450
454 diesel, canopy, 1971 (Fair) ..... 2600*
454 diesel, 1971 (Good) ..... 3375*
444 diesel, 1970 (Good) ..... 3300*
444 diesel, 1967 (Rough) ..... 2100*
B414 diesel, 1963 (Fair) ..... 1350*
B414 diesel, 1963 (Good) ..... 2000*
350, 1957 (Good) ..... 1000
B275 diesel, 1959 (Rough) ..... 425
B275 diesel, 1959 (Good) ..... 1125*
140, 1960 (Fair) ..... 950*
Hydro 84 diesel, 1979 (Good) ..... 3500
A Saw, 1946 (Good) ..... 925
A, 1944 (Good) ..... 375

**JOHN DEERE TRACTORS**
4240 B, cab, 1979 (Excellent) .... 11,000*
3010 diesel, 1961 (Good) ..... 2950
2440 diesel, 1976 (Good) ..... 5700
2130 diesel, (Fair) ..... 2300*
2120 diesel, (Good) ..... 3200
2040 diesel, 1977 (Good) ..... 4100
2010 diesel, 1961 (Fair) ..... 750
1020 diesel, 1966 (Good) ..... 2800
60, 1953 (Good) ..... 800*
MT, cult., 1952 (Good) ..... 575

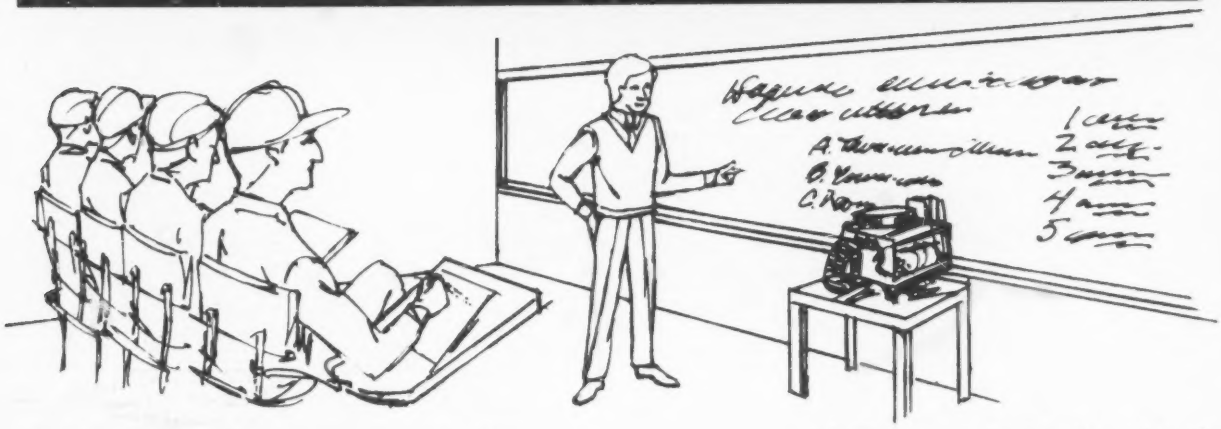
**LONG TRACTORS**
610 diesel, (Good) ..... 2500*
310 diesel, (Excellent) ..... 3900*
310 diesel, (Rough) ..... 200

**MINNEAPOLIS-MOLINE TRACTOR**
670 diesel, 1966 (Fair) ..... 1600

**WHITE TRACTOR**
2-150 diesel, duals, 1975 (Fair) .... 3000*

FDO Survey Report

# Where the Training Dollars Go



■WHEN IT'S time to give employees in-service training, dealers spend the most per-person on the sales force, and the least on the service department.

That's the story told by 25 dealers who filled out the For Dealers Only survey in the May issue of I&T

Broken down by dollars spent per person, here's how dealers spent their training funds:

| | |
|---|---|
| Sales | $514 |
| General Mgr | 484 |
| Service Mgr | 245 |
| Parts Dept | 236 |
| Service Dept | 230 |

But money isn't everything. Looked at from the standpoint of man-days of formal training per person, there's a different order of priorities:

| | |
|---|---|
| Sales | 4.3 |
| General Mgr | 4.3 |
| Service Dept | 3.6 |
| Service Mgr | 3.5 |
| Parts Dept | 1.9 |

The parts department might get the least amount of training, but the survey showed the training cost the most per man-day:

| | |
|---|---|
| Parts Dept | $126 |
| General Mgr | 114 |
| Sales Dept | 107 |
| Service Dept | 61 |
| Service Mgr | 59 |

The survey didn't gather a lot of detail about specific kinds of training, and it may be that, with the introduction of computer systems for inventory control, the parts people were getting some high-tech education, which could account for the higher cost per day.

It's also likely that factory sponsorship of service schools helped hold down the cost of education for the service department personnel.

What is certain is that each job function tends to get specialized training, with only the general managers receiving a relatively broad spectrum of exposure to product features, technical skills and coursework in sales skills. As the table shows, for example, 100 per cent of service department employees got technical training, while only 5 per cent were exposed to sales skills. I&T

## Who Gets What Training?

(Percentage within each job group that got specific types of training)

| | Product Features | Sales Skills | Technical Skills |
|---|---|---|---|
| Sales Dept. | 90 | 90 | 20 |
| Parts Dept. | 67 | 89 | 44 |
| Service Dept. | 23 | 5 | 100 |
| Service Mgr. | 53 | 35 | 88 |
| General Mgr. | 69 | 69 | 54 |

Note: Cumulative totals exceed 100 per cent due to multiple training exposures by many individuals.

## Join FDO—It's FREE!

**The free exchange** of ideas and facts is the notion behind our For Dealers Only survey appearing each month inside the front cover of *Implement & Tractor.*

If you find the information from FDO interesting and possibly useful, you can make it even better for yourself by taking part in the survey. The postage is paid and the survey takes just a moment to complete.

And if you have an idea for a topic FDO should cover, jot a note on the survey form. We'd like to hear from you.